

What is claimed is:

1. A trading card communicating with recording and/or reproducing units to receive messages from a subject printed on the trading card, the trading card comprising:

a data storage unit storing subject-related data, wherein the data storage unit reproduces and transmits the subject-related data to the recording and/or reproducing units in the form of an optical or radio signal to simultaneously reproduce the trading card in the recording and/or reproducing units.

2. The trading card as recited in claim 1, wherein the subject-related data comprises moving picture information, still picture information, voice or sound information, and/or text information.

3. A trading card communicating with a recording and/or reproducing unit to receive messages from a subject printed on the card, the trading card comprising:

a data storage unit receiving a recording command from the recording and/or reproducing unit to record and store the subject-related data stored in the recording and/or reproducing unit from the subject.

4. A recording and/or reproducing unit allowing a user of a trading card to receive subject-related data from a subject printed on the card, the recording and/or reproducing unit comprising:

a recording and/or reproducing unit reproducing subject-related data stored in the trading card according to manipulation commands from the user, wherein the subject-related data comprises moving picture information, still picture information, voice or sound information, and/or text information.

5. A system, comprising:

a recording and/or reproducing unit recording and/or reproducing subject-related data from a subject shown on a trading card and/or user-related data from a

user of the trading card; and

a data storage unit in the trading card receiving a recording and/or reproducing command from the recording and/or reproducing unit to record the subject-related data stored in the recording and/or reproducing unit or receiving a reproduction command from the recording and/or reproducing unit to reproduce the subject-related data stored in the data storage unit, wherein the recording and/or reproducing unit processes and builds a message by implementing the user-related data into the subject-related data and displays and/or sound reproduces the message.

6. The system as recited in claim 5, wherein the subject-related data comprises image, sound, and/or text information.

7. The system as recited in claim 5, further comprising an encoding unit comprising a slot to insert the trading card and record subject-related data being encoded by the user and transmitting the recorded subject-related data to the recording and/or reproducing apparatus.

8. A system, comprising:

a magazine loading trading cards, processing subject-related data stored in the trading cards, and transmitting the subject-related data, wherein the subject-related data comprises moving pictures arranged in a sequence using serial numbers; and

a recording and/or reproducing apparatus receiving the subject-related data and processing the serial numbers to sequentially reproduce the moving pictures via a display unit.

9. A system, comprising:

a trading card with a subject printed thereon;

a data storage unit in the trading card storing subject-related data; and

a recording and/or reproducing unit recording and/or reproducing subject-

related data on/from the data storage unit, wherein the subject-related data comprises picture and/or text information related to the subject displayed on the trading card; and

a housing unit containing and protecting the data storage unit.

10. The system as recited in claim 9, wherein the data storage unit is a connectionless-type semiconductor integrated circuit (IC) interfacing with a transmission and reception unit in the recording and/or reproducing unit to transmit or receive the subject-related data and operational power.

11. The system as recited in claim 9, wherein the data storage unit is a connection-type semiconductor IC comprising a connection terminal to interface with the recording and/or reproducing apparatus to transmit or receive the subject-related data and operational power.

12. The system as recited in claim 9, wherein the data storage unit comprises:

a semiconductor memory storing the subject-related data; and

an output controller controlling reading the subject-related data from the semiconductor memory.

13. The system as recited in claim 9, wherein the data storage unit comprises:

an input controller recording the subject-related data in the semiconductor memory.

14. The system as recited in claim 9, wherein the subject-related data comprises moving picture and still picture information related to the subject.

15. The system as recited in claim 14, wherein the subject-related data further comprises sound information related to the subject.

16. The system as recited in claim 15, wherein the subject-related data further comprises text information related to the subject, such as statistical information and personal information.

17. The system as recited in claim 9, wherein the housing unit comprises a coating film.

18. The system as recited in claim 9, wherein the housing unit comprises an identifier identifying the trading card.

19. The system as recited in claim 18, wherein the identifier comprises a serial number, and trading cards comprising continuing serial numbers comprise continuing moving picture information.

20. A system, comprising:

a trading card; and

a recording and/or reproducing apparatus recording and/or reproducing subject-related data to/from the trading card, wherein the subject-related data comprises picture information related to a subject, the recording and/or reproducing apparatus comprising:

a transmission and reception unit transmitting subject-related data to and receiving the subject-related data from the trading card,

a memory unit storing the subject-related data provided through the transmission and reception unit,

a key controller inputting manipulation commands by a user,

a decoder decoding the picture information from the subject-related data stored in the memory and generating a video signal corresponding to the picture information,

a display unit displaying the video signal generated by the decoder, and

a controller controlling the transmission and reception unit, the decoder, and

the display unit according to the manipulation commands.

21. The system as recited in claim 20, wherein the transmission and reception unit comprises a connection terminal providing an electrical contact with the trading card.

22. The system as recited in claim 20, wherein the transmission and reception unit transmits an optical or radio signal to and receives an optical or radio signal from the trading card.

23. The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:
an output terminal outputting the video signal reproduced by the decoder.

24. The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:
a speaker outputting a voice signal through the controller.

25. The system as recited in claim 24, wherein the recording and/or reproducing unit further comprises:
an earphone connection jack outputting the voice signal through the controller to an earphone.

26. The system as recited in claim 20, wherein the recording and/or reproducing unit further comprises:
an interface unit outputting the subject-related data stored in the memory unit to an external device or receiving the subject-related data provided from the external device.

27. The system as recited in claim 20, wherein the controller transmits the subject-related data stored in the memory unit to the trading card, in response to a

recording command applied from the key controller.

28. A method of recording subject-related data from a web site to a trading card using an encoding unit, comprising:

- downloading the subject-related data from the web site to a computer;
- providing the subject-related data from the computer to the encoding unit; and
- recording the subject-related data in the trading card using the encoding unit,

wherein the subject-related data comprises moving picture information, still picture information, voice or sound information, and/or text information.

29. A method, comprising:

- loading trading cards into a magazine;
- processing subject-related data stored in the trading cards;
- transmitting the subject-related data to a recording and/or reproducing apparatus, wherein the subject-related data comprises moving pictures arranged in a sequence using serial numbers; and
- processing the serial numbers to sequentially reproduce the moving pictures via a display unit.

30. A method to build a message between a trading card user and a subject shown in the trading card via an encoding unit and a recording and/or reproducing unit, the method comprising:

- recording user-related information in the encoding unit;
- building the message using the user-related information;
- recording the message in the trading card; and
- outputting the message recorded in the trading card through the recording and/or reproducing unit.

31. The method as recited in claim 30, wherein the outputting the message through the recording and/or reproducing unit is output through a screen or a speaker.

32. A method of building a message between a subject displayed on a trading card and a user of the trading card, comprising:

- using the trading card to store subject-related data of the subject, wherein the subject-related data comprises sound or voice information relating to the subject;
- receiving user-related information from the user;
- building the message by implementing the user-related data into the subject-related data;
- storing the message in the trading card; and
- outputting the message.

33. The method of claim 32, wherein the outputting of the content comprises displaying the message in the form of text information.

34. The method of claim 32, wherein the outputting the message further comprises :

- reading a sound signal indicating the voice of the subject from the subject-related data;
- extracting parameters for synthesizing the voice, from the sound signal;
- synthesizing the voice for building content of the message, using the parameters extracted; and
- outputting a voice synthesized signal through a speaker.